

## CLAIMS

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1. A printing device, comprising:  
a media routing assembly configured to route a print media for printing;  
a scanning device configured to recognize a media identifier that identifies the print media when the print media is routed by the media routing assembly;  
an application component configured to determine a brand of the print media from the recognized media identifier.
2. A printing device as recited in claim 1, further comprising a memory component configured to maintain information corresponding to a total number of print media routed by the media routing assembly, and a total number of a particular brand of print media having a recognizable media identifier.
3. A printing device as recited in claim 1, further comprising a memory component integrated with a replaceable component of the printing device, the memory component configured to maintain information corresponding to a total number of print media routed by the media routing assembly, and a total number of a particular brand of print media having a recognizable media identifier.
4. A printing device as recited in claim 1, wherein the application component is further configured to determine a type of the print media from the recognized media identifier.

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5. A printing device as recited in claim 1, further comprising a memory component configured to maintain information corresponding to a total number of print media routed by the media routing assembly, wherein the application component is further configured to determine a type of the print media from the recognized media identifier, and wherein the memory component is further configured to maintain information corresponding to a total number of a particular brand and a particular type of print media having a recognizable media identifier.

6. A printing device as recited in claim 1, wherein the scanning device is an optical scanner configured to recognize the media identifier, and wherein the media identifier is an image on the print media.

7. A printing device as recited in claim 1, wherein the scanning device is an optical scanner configured to recognize the media identifier, and wherein the media identifier is a watermark.

8. A printing device as recited in claim 1, wherein the scanning device is an optical scanner configured to recognize the media identifier, and wherein the media identifier is a product barcode implemented as a watermark.

9. A printing device as recited in claim 1, wherein the scanning device is a chemical detection device configured to recognize the media identifier, and wherein the media identifier is a chemical substance on the print media.

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10. A printing device as recited in claim 1, wherein the application component is further configured to determine a percentage of a total number of a particular brand of print media having a recognizable media identifier to a total number of print media routed by the media routing assembly.

11. A printing device as recited in claim 1, further comprising a memory component configured to maintain information corresponding to a total number of print media routed by the media routing assembly, a total number of a particular brand of print media having a recognizable media identifier, and a percentage of the total number of a particular brand of print media to the total number of print media, wherein the application component is further configured to determine the percentage.

12. A system, comprising:  
a plurality of printing devices, wherein an individual printing device comprises:

a media identification component configured to recognize a media identifier that identifies a print media when the print media is routed for printing within the printing device;

an application component configured to determine a type of the print media from the recognized media identifier; and

an information database configured to maintain information from the plurality of printing devices, the information corresponding to a total number of print media routed for printing, and a total number of a particular type of print media having a recognizable media identifier.

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19. A system as recited in claim 12, wherein the media identification component is an optical scanner configured to recognize the media identifier, and wherein the media identifier is a product barcode implemented as a watermark.

20. A system as recited in claim 12, wherein the media identification component is a chemical detection device configured to recognize the media identifier, and wherein the media identifier is a chemical substance on the print media.

21. A system as recited in claim 12, wherein the information database is further configured to maintain information corresponding to a percentage of the total number of a particular type of print media to the total number of print media.

22. A method, comprising:  
routing a print media in a printing device;  
determining a type of the print media from a media identifier when said routing the print media; and  
maintaining information with a memory component, the information corresponding to a total number of print media routed in the printing device and a total number of a particular type of print media having a determinable media identifier.

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23. A method as recited in claim 22, further comprising determining the total number of print media routed in the printing device, and determining the total number of a particular type of print media having a determinable media identifier.

24. A method as recited in claim 22, further comprising determining a percentage of the total number of a particular type of print media to the total number of print media routed in the printing device.

25. A method as recited in claim 22, further comprising:  
determining the total number of print media routed in the printing device;  
determining the total number of a particular type of print media having a determinable media identifier; and  
determining a percentage of the total number of a particular type of print media to the total number of print media.

26. A method as recited in claim 22, further comprising determining a brand of the print media from the media identifier when said routing the print media.

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27. A method as recited in claim 22, further comprising:  
determining a brand of the print media from the media identifier when  
said routing the print media;

determining the total number of print media routed in the printing  
device;

determining a total number of a particular brand and particular type of  
print media having a determinable media identifier; and

determining a percentage of the total number of a particular brand and  
particular type of print media to the total number of print media.

28. A method as recited in claim 22, further comprising determining  
a brand of the print media from the media identifier when said routing the print  
media, and maintaining information corresponding to a total number of a  
particular brand and particular type of print media having a determinable media  
identifier.

29. A method as recited in claim 22, further comprising obtaining the  
information from the memory component, and storing the information in an  
information database.

30. A method as recited in claim 22, wherein said determining  
comprises scanning the print media with an optical scanner configured to  
recognize the media identifier, and wherein the media identifier is an image on  
the print media.

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31. A method as recited in claim 22, wherein said determining comprises scanning the print media with an optical scanner configured to recognize the media identifier, and wherein the media identifier is a watermark.

32. A method as recited in claim 22, wherein said determining comprises scanning the print media with an optical scanner configured to recognize the media identifier, and wherein the media identifier is a product barcode implemented as a watermark.

33. A method as recited in claim 22, wherein said determining comprises scanning the print media with a chemical detection device configured to recognize the media identifier, and wherein the media identifier is a chemical substance on the print media.

34. A method as recited in claim 22, wherein the memory component is integrated with a replaceable component of the printing device.

35. A method as recited in claim 22, wherein the memory component is integrated with a computing device connected to the printing device.

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36. A computer-readable medium comprising computer executable instructions that, when executed, direct a computing system to perform a method comprising:

determining a brand of a print media from a media identifier when routing the print media in a printing device;

determining a type of the print media from the media identifier;

determining a total number of print media routed in the printing device;

determining a total number of a particular brand and particular type of print media having a determinable media identifier; and

determining a percentage of the total number of a particular brand and particular type of print media to the total number of print media.

37. One or more computer-readable media as recited in claim 36, wherein the method further comprises maintaining information with a memory component, the information corresponding to the total number of print media routed in the printing device, the total number of a particular brand and particular type of print media, and the determined percentage.

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